





space solutions

Why Space?

Donna Lyndsay

ESA Business Applications Regional Ambassador for South

West and South Wales

June 2019

business.esa.int

2nd June 2017 Kouru



Inspiring, isn't it?

What's it For?























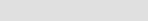












Space Companies.



"Upstream"

Also Space Companies

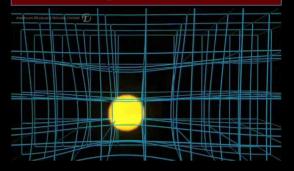


"Downstream"

Space Makes us Smart

EVERYDAY LIFE AT ESA

Science and Exploration



Enabling and Support



Safety and Security



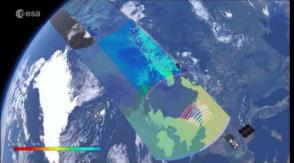
Applications











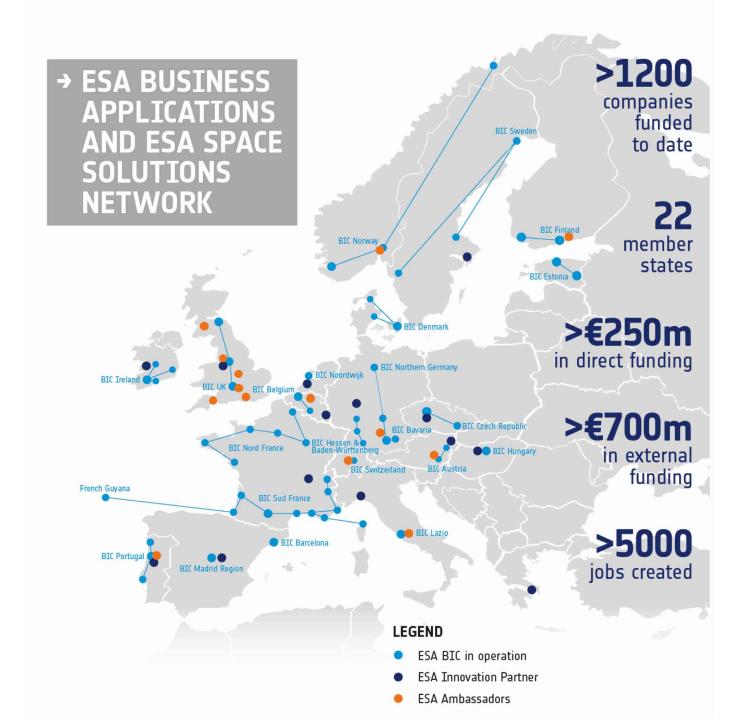








Finding the New Makers of Smart Space





→ UK AMBASSADOR PLATFORM NETWORK



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ESA business applications

• → Downstream Applications: Engine for New Businesses



BENEFITTING THE UK

There is a global market for satellite data and the UK is at the forefront of providing satellite solutions to the world.

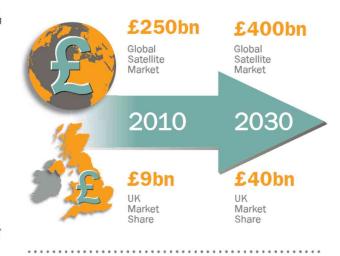
UK Government and industry are committed to growing a £40 billion UK industry by 2030.

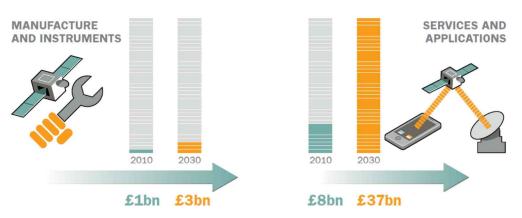


UK Growth will be achieved through a mix of space infrastructure and space-enabled services, with the aim to grow downstream revenues.



With long standing expertise in satellite manufacture and data applications, combined with an entrepreneurial outlook, the UK is well placed to take advantage of the changing landscape ahead.



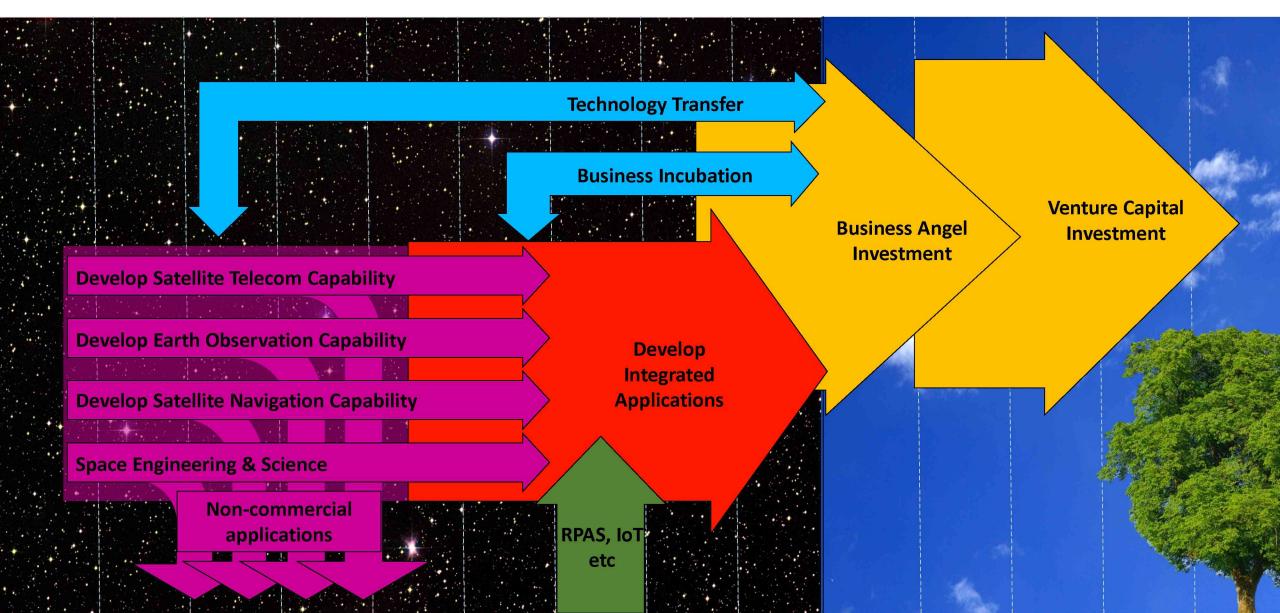


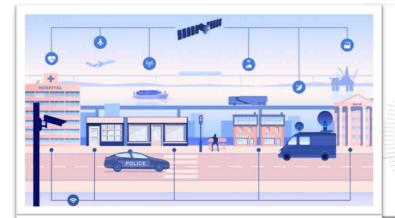
- UK has concluded that space based Downstream Applications are an engine for new businesses and economy and has increased its investments in this growth market:
- Substantial contribution to Business Applications Programme
- Creation of competence centre in Harwell (ECSAT / Satellite Applications Catapult)
- Creating favourable conditions for projects and company foundation

Extract from 2014 UK Information brochure "Satellites for Everyone"

Business Applications and Space Solutions in the ESA Landscape









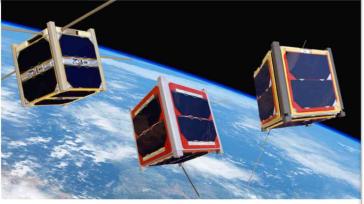


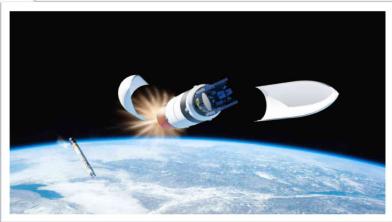


Finding the Next
Opportunities for
Smart Space Business









Success Stories



→ AutoNaut

Unmanned Marine Systems

"Thanks to wise guidance from our ESA regional ambassador we were able to shape our idea and navigate through the many potential funding streams. Great encouragement all the way and happy to say we've recently won an ESA project which is highly significant for our company's development"

Phil Johnson, AutoNaut



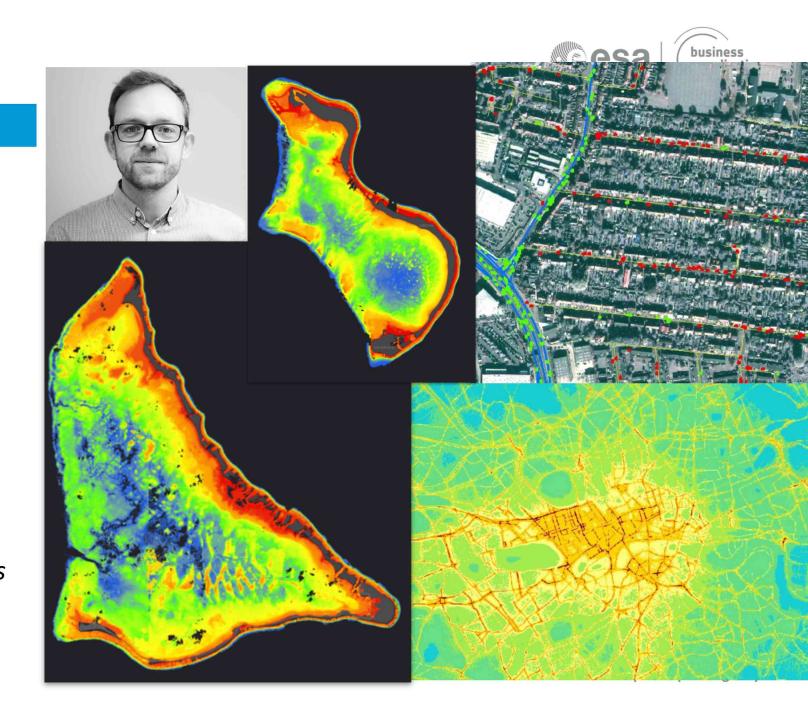
Success Stories

→ TCarta

Air Quality & Maritime services

"TCarta's regional, national and international network and reach has been expanded significantly through the ESA Ambassador program. This has benefited not only our ongoing Business Applications projects, but also our future expansion into new business sectors".

Richard Flemmings, TCarta



Success Stories





→ Goonhilly Earth Station

"Having a go-to person with detailed knowledge of the space sector as well as ESA procedures has been invaluable for turning vague ideas for projects into a workable reality". Dr Kat Hickey — Goonhilly Earth Station







→ FUEL FOR BUSINESS

We support projects which integrate at least one space asset to add value to terrestrial assets and legacy systems to provide new, commercially driven & sustainable services





→ WHAT ARE WE LOOKING FOR

- Innovative services that:
- → start from market demand not from technology push
- → are focused on **business development** not technology development

Objectives:

...to foster utilization of existing space capabilities

...to avoid research / new technology developments

...to work in close partnership with <u>users/customers</u>

...to develop integrated and <u>sustainable</u> services









→ OUR OFFER

We work together with companies to make ideas commercially viable, with:





OPPORTUNITIES

100% funding

75% funding

50% funding *

ESA Defined Thematic Areas &

Response Time

OPEN COMPETITION

Typically ~ €200K



KICK-START

Max €60K

and more...

Industry Defined Thematic Areas



€ 100k-€2M+

Any SECTOR Any TIME, 3 gates



Webinars, Bootcamps,



INVESTORS NETWORK



ESA Business Applications

→ CURRENT OPPORTUNITIES

Competitive Tenders in 2019

- ESA & 5Groningen opportunity (Open -closes 26/10/19)
- Cyber security: 200K, 2100% (open 22/08 closes 31/10/19)

Kick-Start Activities 2019

Space for Sport (Open - closes 1st July 2019)

• AI (Open)

AI Consumer goods, business and industrial services (opens 13th May 2019 - closes 21st June 2019)

AI Social Impact (opens 25th June 2019 - closes 30th August 2019)

AI Infrastructure (opens 2nd September 2019 - closes 11th October 2019)

AI Environment and natural resources (opens 14th October 2019 - closes 29th November

<u>UKAP LaunchPad Initiative "Mostly Coastly"</u> (Open closes June 28)

25k, UK only, 50% funding, no ESA registration irequired.

Direct Negotiation (Always open)

- Feasibility <€250k (50%) ESA funding, 9 months
- Demonstration > €250k (50%) ESA funding, nominally unlimited





https://business.esa.int/how-to-apply



→ FUTURE OPPORTUNITIES

- Ports of the Future, (Rotterdam, Antwerp, Gran Canarias, Southampton, British Ports Association)
- KS: Environmental Crimes, Predictive Maintenance, Biodiversity, Future Internet
- Feasibility: Space for Clean and Safe management of Hydrocarbons and other resources (200K 100%)



